

IIM SHILLONG  
**ANNUAL  
GOLF CUP  
SEASON 11**



# ABOUT IIM SHILLONG ANNUAL GOLF CUP

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IIM Shillong was the first B-School in the country to host a golf tournament, bringing together corporate leaders, bureaucrats, policy makers, and some of the nation's top academicians at the Asia's largest natural Golf Course, here at Shillong.

The belief that more alliances have been forged on the golf course than in the boardroom, gave rise to the idea of conducting a high-profile golf tournament as a common platform to connect corporate, government and academia.

## ATTRACT, ENGAGE & GOLF!!

10 seasons have witnessed over 100 industry stalwarts from across the country, golf at Shillong's golf course. It saw participation of leaders from Goldman Sachs, E&Y, Deutsche Bank, HP, VMware, PWC, KPMG, McKinsey



India, Air Asia among others.

IIM Shillong is back with the 11th edition of the flagship event with the aim of making it bigger and better than ever. The season promises to bring in more high profile golfers and greater engagement with local golfers, government and other bodies to discuss and debate the needs and possibilities of Meghalaya while showcasing one of the finest golf courses in the country.

The Mascot for Season 11 will be the clouded leopard which is the state animal of Meghalaya.



# MEGHALAYA TOURISM & GOLF CUP

## 10 YEARS OF ASSOCIATION

The golf cup has promoted the culture of golf in Shillong by providing a platform for golfers from across the country and from the region to showcase their mettle.

Golf cup has served as a key window to expose to over 100 CXO level leaders in the last 10 years, the tourism potential of Meghalaya. This has a trickle down effect as these impact leaders go on to share their experiences with peers and others thereby promoting the state across the country.

The tournament has also served as a platform to promote networking between the government and industry to attract the top companies to Meghalaya.



**100 +**  
**INDUSTRY  
STALWARTS**

**1000 +**  
**LOCAL  
GOLFERS**

# IN THE MEDIA

## THUNDERCLAP CAMPAIGN

### SUPPORTERS

**128 of 100**

128% of goal supported

### SOCIAL REACH

**158,062**

People

## MEDIA COVERAGE

IIM Shillong Amateur Golf Cup has been exclusively covered by media over the last 10 seasons. With over 1,500 stories, the Golf Cup has generated impressions of over 4 million in all the seasons.

The official verified Facebook page of IIM Shillong has over 10,500 likes and the Golf Cup is well advertised to all our followers. Similarly, Instagram captures the natural beauty of the Shillong Golf Course and the event for its over 10,000 followers. With over 57,500 followers on Twitter, the Golf Cup is updated to our followers as the event progresses to satisfy their curiosity.

The first Thunderclap event last year generated a social reach of over 1,50,000 people.

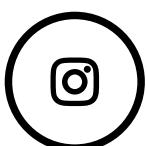
## SOCIAL MEDIA STATS



10,500+



57,500+



1,500+

## PRINT STATS

Stories - 1,500+

Impressions - 4,000,000

Unique Views - 10k+

## PREVIOUS ASSOCIATIONS



ऑयल इंडिया लिमिटेड  
Oil India Limited

HSBC



accenture >



# SEASON 11

IN THE PIPELINE



## GOLF CUP IS GOING INTERNATIONAL!

Golf Cup Season 11 is going international with Golfers expected from countries such as Singapore, Thailand, Myanmar and Bangladesh.

Golf Cup is in line with the government's "Act East" policy by being a platform to increase tourism in the North East by giving exposure to international Golfers from South and East Asia.

## STUDENT CATEGORY

IIM Shillong Amateur Golf Cup Season 11 will include a separate category for student golfers from across the country. This will serve as a platform for students from across the country to experience the rich heritage and natural beauty of Meghalaya. Further, this will serve as a platform for the budding student golfers from Meghalaya and the rest of North East to showcase their talent.

Through this initiative, Golf Cup plans to encourage and breed the Golfing spirit in Meghalaya.



## EXPANSION OF NURTURING MINDS

The initiative in memory of Dr. A.P.J. Abdul Kalam will be expanded by the students of IIM Shillong to include dance classes and golf sessions for the children from underprivileged sections of the society. This initiative will be carried out throughout the year on every Saturday.

# SEASON 11

IN THE PIPELINE



## INDUSTRY INTERACTIONS

The Golf Cup organizing team would facilitate the interaction of Government officials with corporate golfers for discussions on tourism, investments and partnerships. Golf Cup would be a platform to pitch Meghalaya's potential to the top corporates of the country.

## PLENARY ON MEGHALAYA THEME

Golf Cup would be a platform to discuss and debate the potential of Meghalaya. A plenary session will be organized with a theme related to Meghalaya & North East and the team will facilitate a panel discussion between government representatives and the industry.



## GOLF COACHING FOR KIDS

As a part of Golf Cup, the organizing team will host coaching sessions for children from Shillong to teach them the basics of the game and ignite a spirit of golfing in them.

With the natural landscape of Meghalaya providing the right atmosphere, the aim is to turn Golf as a mainstream sport in Meghalaya and Shillong the capital of Golf!

## INTERNATIONAL CONNECT

Golf Cup Season 11 is going international with Golfers expected from countries such as Singapore, Thailand, Myanmar and Bangladesh.

Golf Cup gives a platform to promote North-East Tourism and simultaneously expand tourism in Meghalaya across international borders.



# SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR  
(INR 10 LAKH &  
ABOVE)

- Event sponsor listing in all communications
- Prominent sponsor on all marketing & promotional collaterals
- Sponsor listing on all at-event signage and in the event program
- Print Media Exposure
- Invitation passes for 15 delegates
- Corporate Networking Luncheon & Dinner

PLATINUM  
SPONSOR  
(INR 7.5 LAKH &  
ABOVE)

- Prominent sponsor on all marketing & promotional collaterals
- Sponsor listing on all at-event signage and in the event program
- Print Media Exposure
- Invitation passes for 15 delegates
- Corporate Networking Luncheon & Dinner

GOLD SPONSOR  
(INR 5 LAKH &  
ABOVE)

- Company name mentioned in all media advertising: print and online
- Sponsor listing on at-event signage
- Invitation passes for 10 delegates
- Print Media Exposure
- Corporate Networking Luncheon & Dinner

SILVER SPONSOR  
(INR 3 LAKH &  
ABOVE)

- Prominent Online and Offline Advertisement Points
- Invitation passes for 4 delegates
- Print Media Exposure
- Corporate Networking Luncheon & Dinner

BRONZE  
SPONSOR  
(INR 1 LAKH &  
ABOVE)

- Prominent Offline Advertisement Points
- Invitation passes for 4 delegates
- Print Media Exposure
- Corporate Networking Luncheon & Dinner



# IIM SHILLONG ANNUAL GOLF CUP SEASON 11

27TH - 28TH OCTOBER, 2018

## CONTACT

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